CONTENTS

Acknowledgments ix
Introduction: The Great Experiment xiii

ONE  The Arrogance of Wealth  1
TWO  Foresight and Emotion  16
THREE  A Monstrously Big Thing  30
FOUR  An Industrial Epic  55
FIVE  The Death and Afterlife of Automobiles  77
SIX  Cadillacs and Community  99
SEVEN  Disenchanted with Detroit  130
EIGHT  If We Can Put a Man on the Moon . . .  148
NINE  The One Who Got It  176
TEN  Out of My Dead Hands  193
ELEVEN  Small Was Beautiful  207
TWELVE  The Riddle of the Sport Utility Vehicle  231

Epilogue  253
Notes  267
Index  333